

First Public Meeting | February, 23 2015



NOBSCOT VILLAGE PUBLIC WORKSHOP

**FRAMINGHAM VILLAGE COMMERCIAL CENTERS
STRATEGIC ECONOMIC DEVELOPMENT PLANNING**
Town of Framingham, Massachusetts

First Public Meeting | Nobscot Village Center **Welcome!**



**FRAMINGHAM VILLAGE COMMERCIAL CENTERS
STRATEGIC ECONOMIC DEVELOPMENT PLANNING**
Town of Framingham, Massachusetts

First Public Meeting | Nobscot Village Center

Meeting Agenda

1. Study Purpose
2. Village Context
3. **Break-out Discussion** - Issues and Opportunities
4. **Break-out Discussion** - Shared Vision
5. Next Steps

FRAMINGHAM VILLAGE COMMERCIAL CENTERS
STRATEGIC ECONOMIC DEVELOPMENT PLANNING
Town of Framingham, Massachusetts

Nobscot Village Center

Study Purpose

- Implementation of Master Plan
- Economic development strategies, create shared vision, review zoning, encourage public and private investment
- Answer three basic questions:
 - What should the village commercial center be?
 - How should it look?
 - How do we get there?

Source: Town of Framingham GIS Data

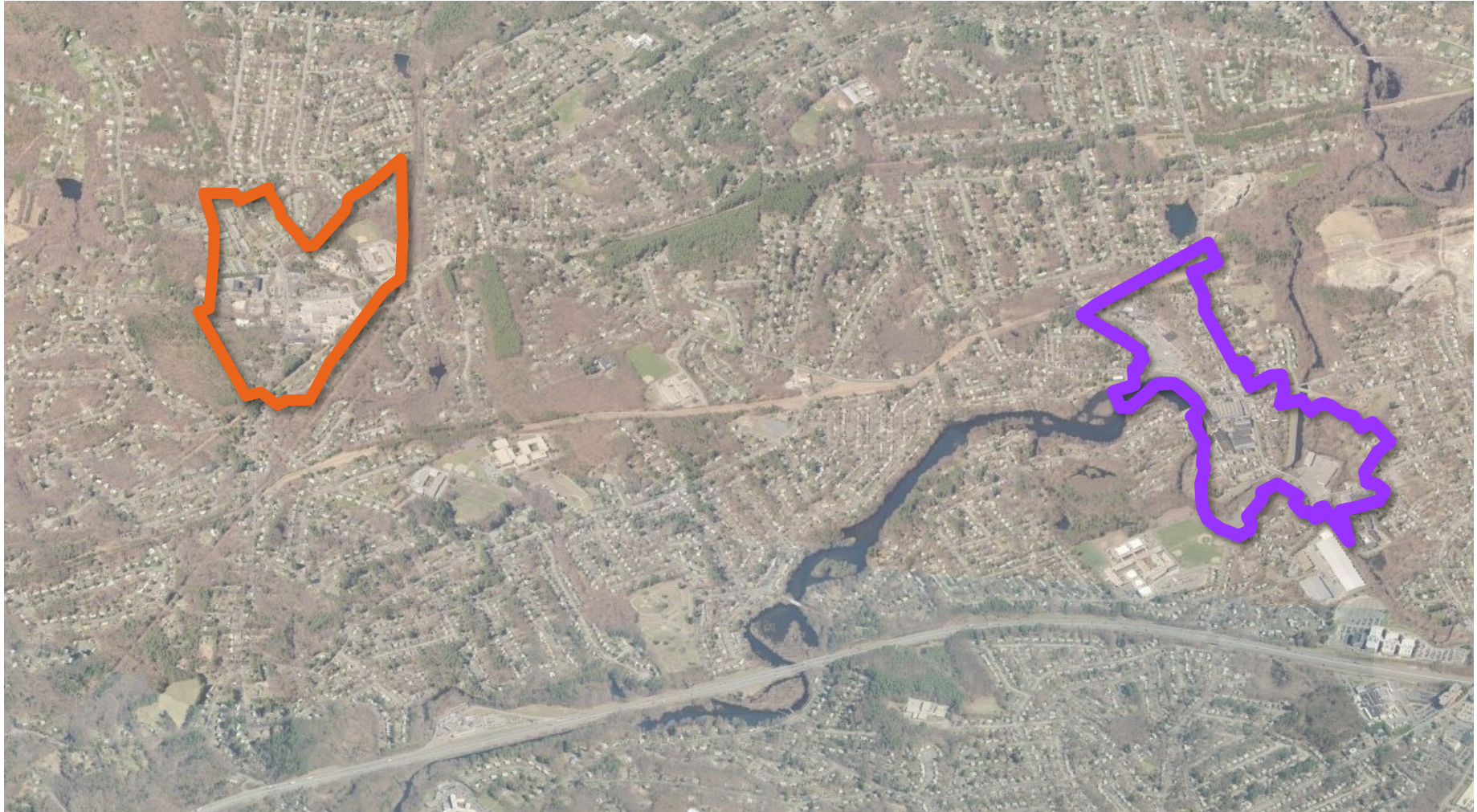
Meeting Objectives

- Inform the Nobscot community of the Village Center Study and expand an awareness of the community and its assets
- Identify and better understand main issues and opportunities in the Village Center
- Create a shared community vision for the future

Source: Town of Framingham GIS Data

Nobscot Village Center

Village Context



Source: Bing Bird's eye view

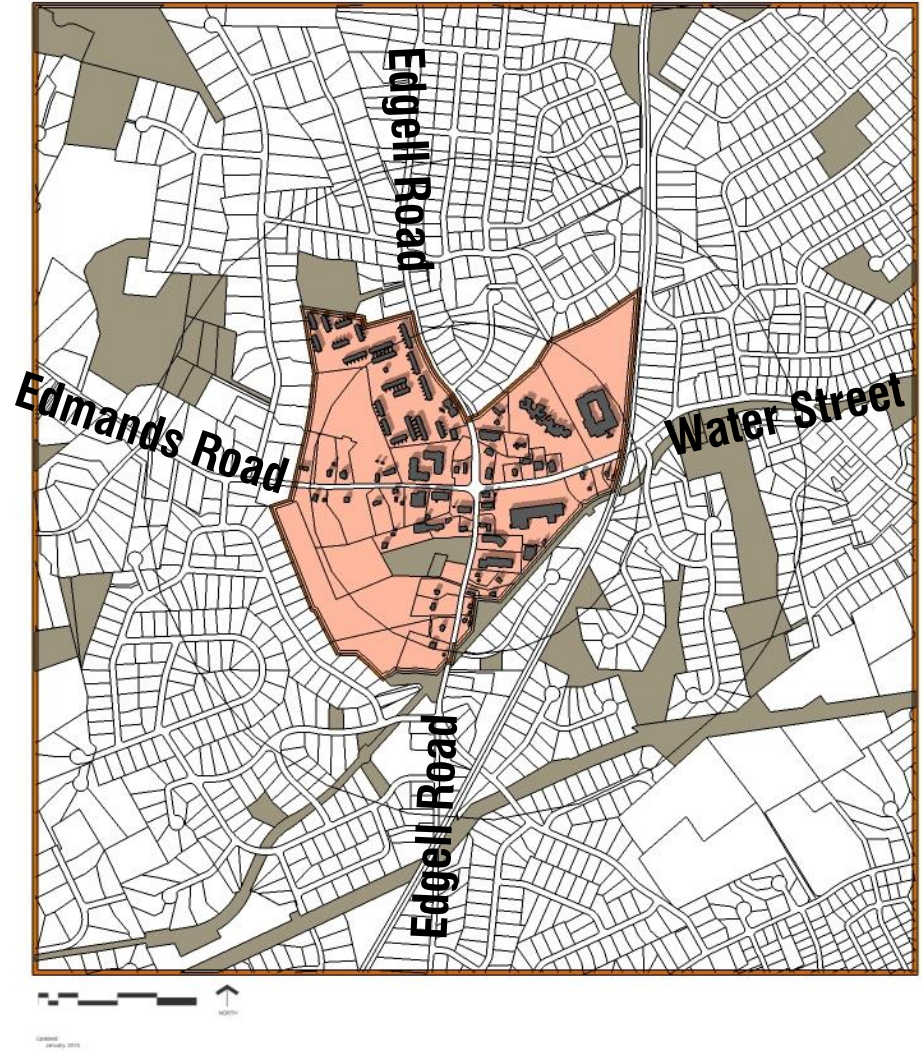
Nobscot Village Center

Village Context



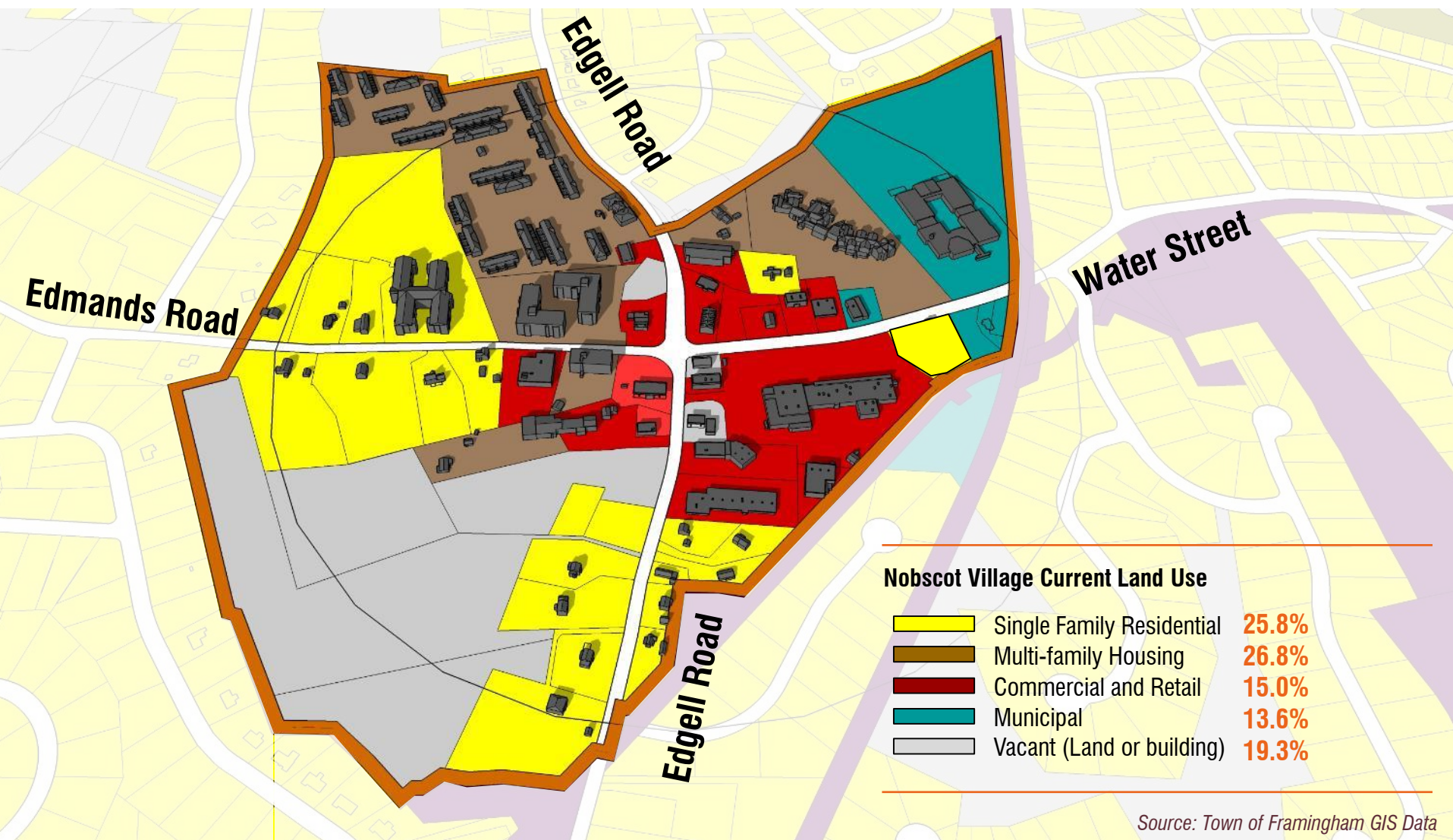
Source: Bing Bird's eye view

Nobscot Village Center Village Context



Built Form and Place

Land Use



Built Form and Place

Sense of Businesses

Business Profile Nobscot 2014 (Half mile)

NAICS	Sector	Establishments	Employees	Annual Sales (\$ mil)
23	Construction	10	59	418.6
42	Wholesale Trade	4	16	30.2
44-45	Retail Trade	8	45	13.6
51	Information	1	2	0.7
52	Finance & Insurance	12	29	3.1
53	Real Est/Rental&Leasing	7	15	4.5
54	Professional, Scientific, & Technical	9	33	5.8
56	Admin, Support, Waste Mgmt and Remedial Svcs	5	17	2.3
61	Educational Services	1	100	0
62	Healthcare & Social Assistance	4	75	1.4
71	Arts, Entertainment & Recreation	1	1	0.3
72	Accommodation & Food Service	8	62	3.6
81	Other Services (except Public Admin)	11	50	3.8
Totals		81	504	487.9

Source: A.C. Nielsen, *SiteReports*, 2014 and FXM Associates

Source: FXM Associates

Sense of Businesses

Retail Gap Analysis

- ❑ Measures consumer expenditures and actual store sales with any given geographic area
- ❑ Where consumer expenditures exceed store sales within the specified geographic area an opportunity or “gap” exists that could be captured by new or expanded existing stores
- ❑ FXM assessed potential “gaps” within 1/2 and 1 mile radii and 5 and 10-minute drive times and selected most promising retail opportunities

Source: FXM Associates

Sense of Businesses

Selected Potential Retail Development Opportunities for Nobscot

NAICS	Store Type	Opportunity/Gap	Supportable Square Feet	Number of Stores
7221	full service restaurants	\$10,000,000	28,500	2-3
7222	limited svce eating places	\$8,300,000	24,000	3-4
44511	supermarkets, grocery stores	\$15,000,000	40,000	1
4453	beer, wine, liquor stores	\$5,000,000	17,000	1-2
44831	jewelry stores	\$4,800,000	8,000	1-2
45321	office supplies & stationery	\$3,000,000	9,800	1
45322	gift, novelty, souvenirs	\$2,800,000	9,300	1-2
44422	nursery & garden centers	\$1,500,000	7,500	1-2
TOTALS		\$50,400,000	144,100	11-17

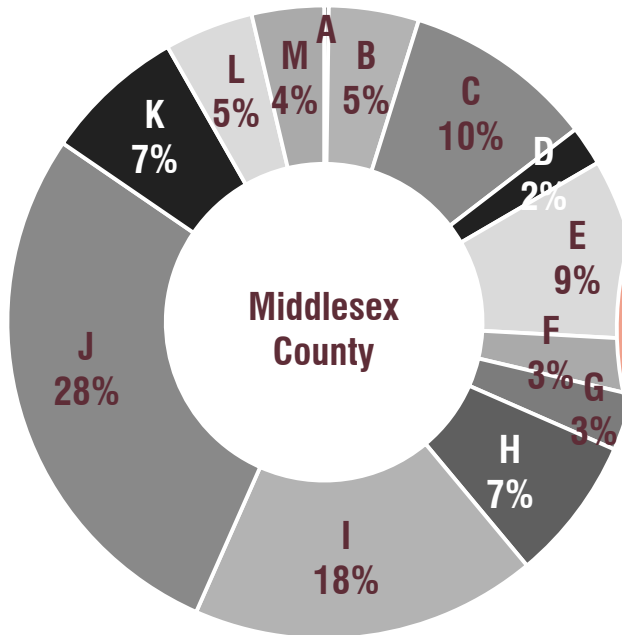
Source: A.C. Nielsen *SiteReports*, January 2015, and FXM Associates

Source: FXM Associates

Economic Characteristics

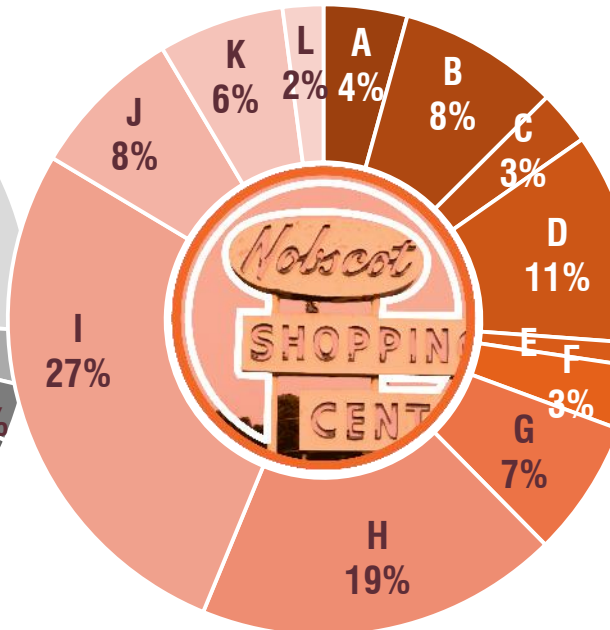
Industry of Employment

Percent
Unemployed:
7.30%



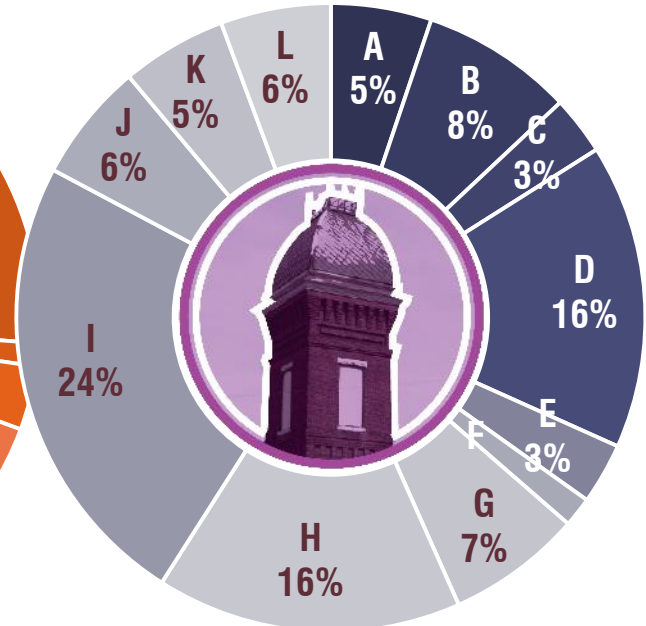
A: Agriculture, forestry, hunting and mining
B: Construction
C: Manufacturing
D: Wholesale Trade
E: Retail Trade
F: Transportation, warehousing and utilities
G: Information

Percent
Unemployed:
4.70%



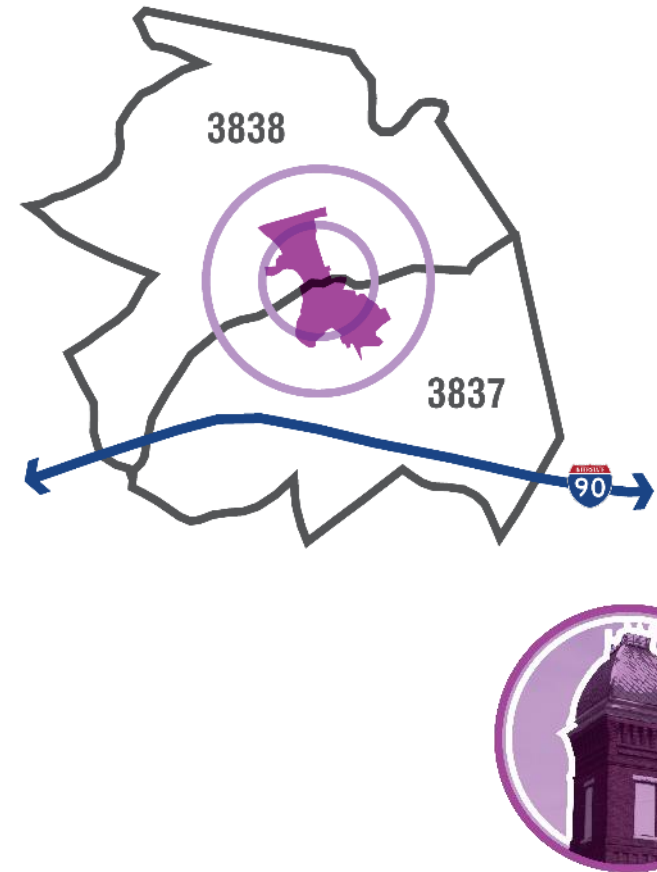
H: Finance and insurance, real estate and leasing
I: Professional, scientific, management and administration
J: Educational services and healthcare
K: Arts, entertainment, recreation and accommodation
L: Other services, except public administration
M: Public Administration

Percent
Unemployed:
4.85%



Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey

Census Tract Boundaries and Study Areas



Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey

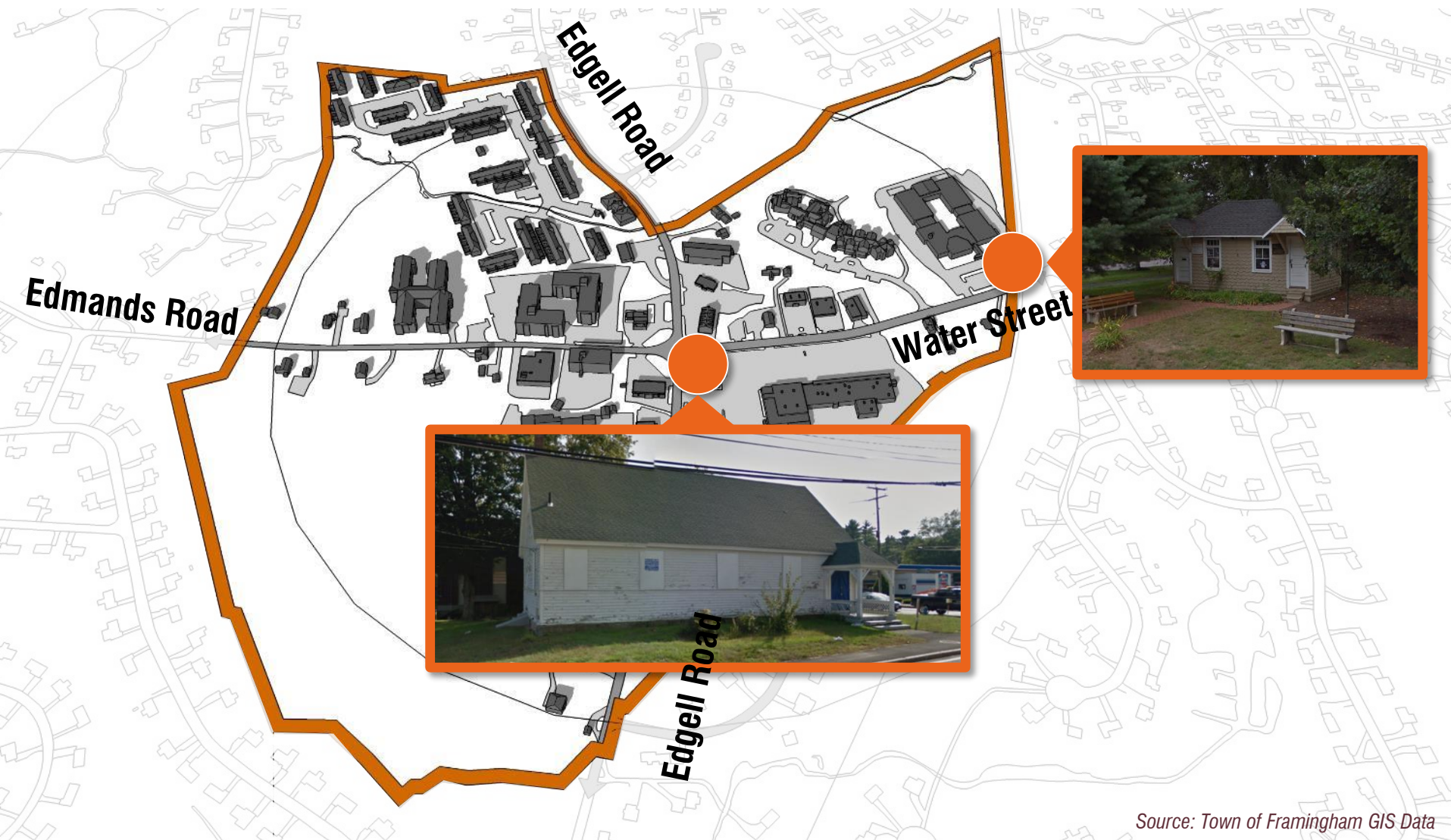
Built Form and Place

Sense of Place



Built Form and Place

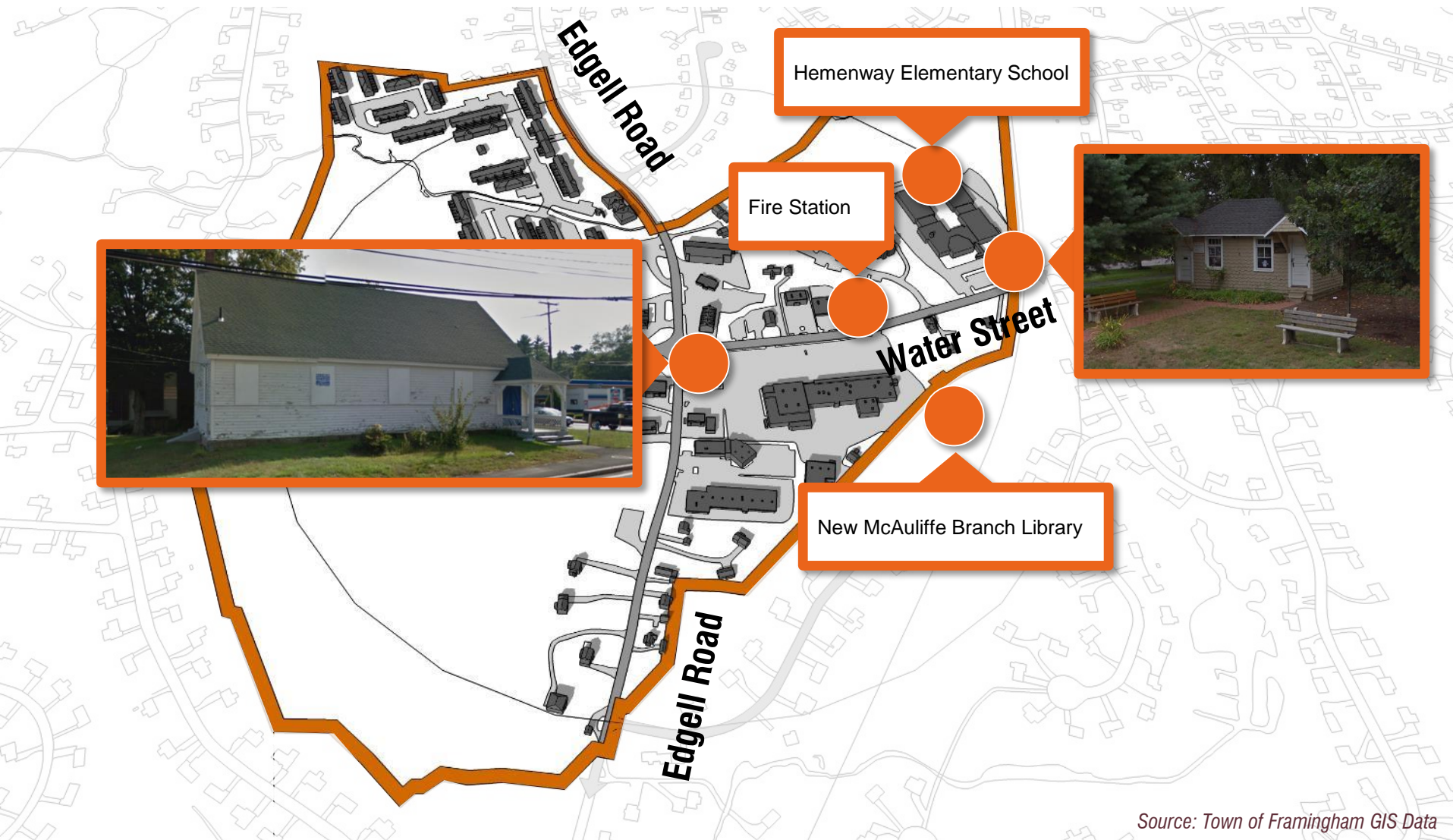
Historic and Significant Landmarks



Source: Town of Framingham GIS Data

Built Form and Place

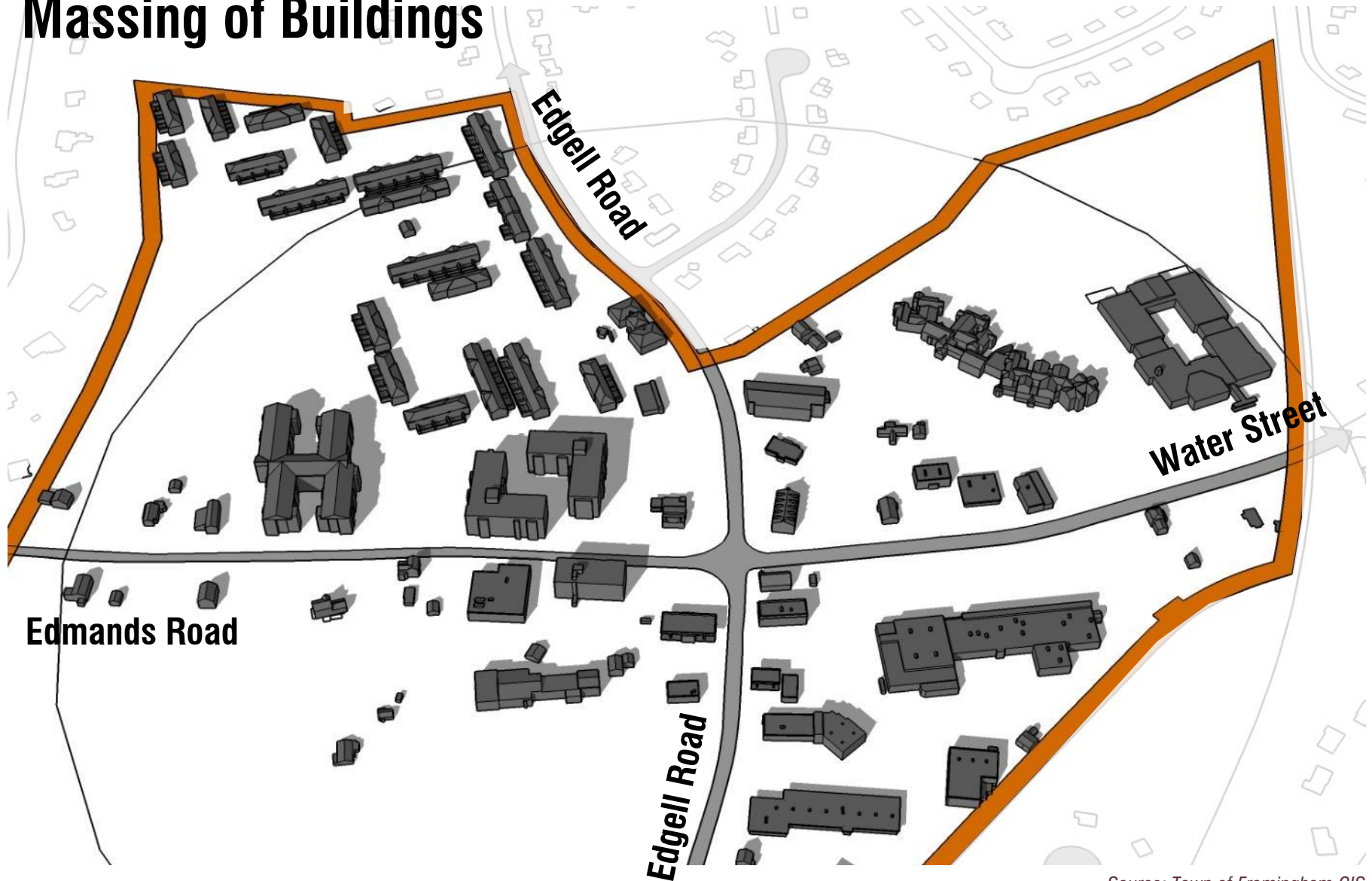
Amenities and Municipal Assets



Source: Town of Framingham GIS Data

Built Form and Place

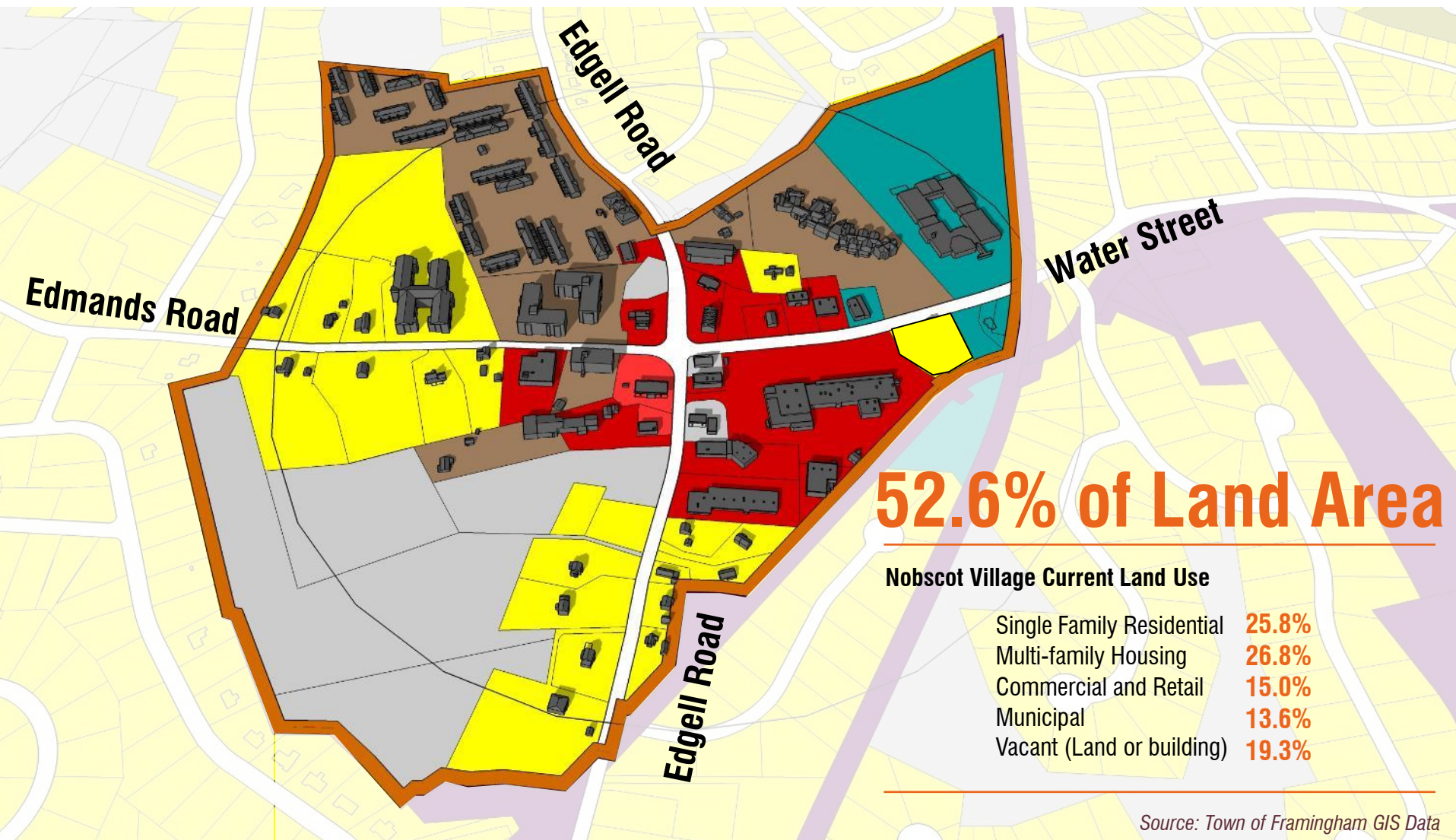
Massing of Buildings



Source: Town of Framingham GIS Data

Built Form and Place

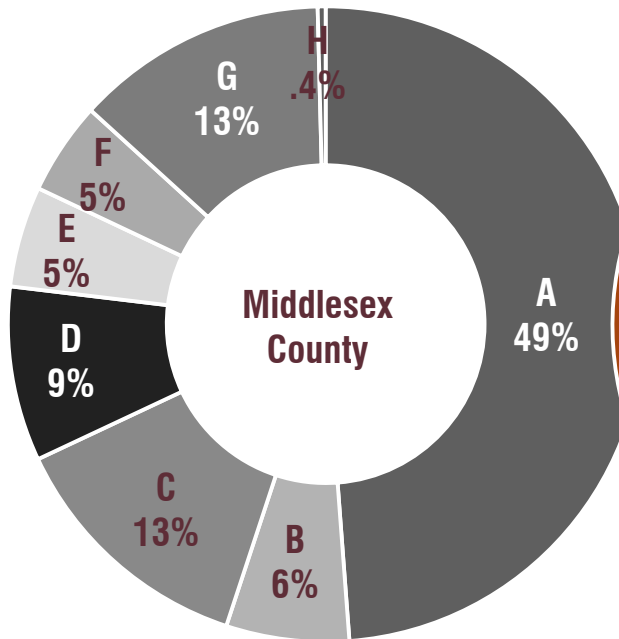
Housing Type



Housing Characteristics

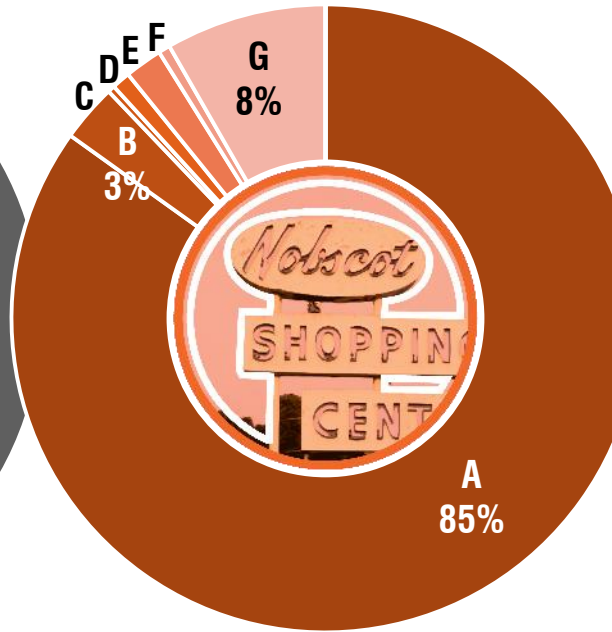
Housing Unit Type

Total Housing
Units:
612,535



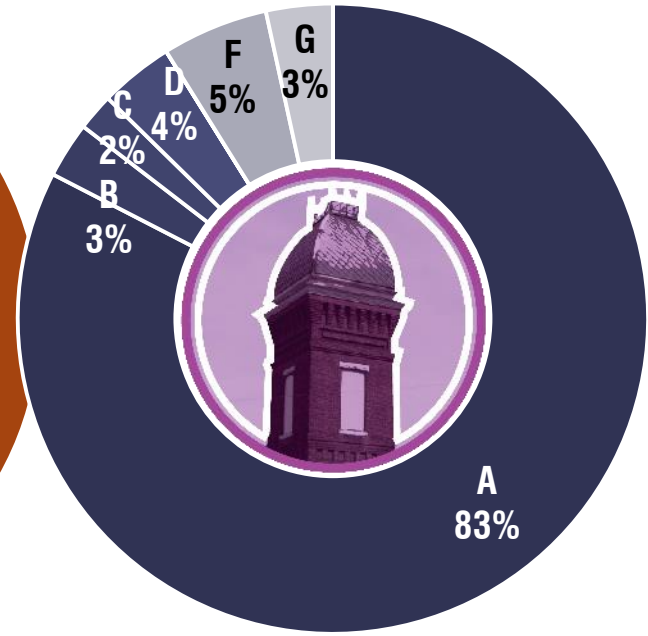
A: 1-unit, detached
B: 1-unit, attached
C: 2 units
D: 3 or 4 units

Total Housing
Units:
4,960



E: 5 to 9 units
F: 10 to 19 units
G: 20 or more units
H: Other (mobile, home, van, RV)

Total Housing
Units:
4,327



Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey

Sense of People and Community

Demographic Changes since 2010 Master Plan

In the Master Plan, FXM collected data on Saxonville and Nobscot, defining the neighborhoods as being the areas within a half-mile and a mile of the village centers.

- ❑ Within a half-mile and a mile of each neighborhood center, population losses projected in 2009 over the next five years were instead population *increases*.
- ❑ The median age in the Nobscot areas increased by almost 5 years to 46.1 within the half-mile area, in contrast with Saxonville and Framingham overall, where increases were negligible.
- ❑ Households speaking only English at home declined from 86% to 71% in the Saxonville one-mile area between 2009 and 2014, bringing it closer to the statistic for Framingham overall (63%).

Source: FXM Associates

Sense of People and Community

Nobscot Demographic Profile (1)

	Town Overall			
	Population	Households	Population	Households
2019 Projection	2,930	1,237	73,545	28,388
2014 Estimate	2,742	1,139	70,773	27,173
2010 Census	2,577	1,044	68,430	26,214
2000 Census	2,589	1,036	67,001	26,197
Growth 2014-2019	6.86%	8.54%	3.9%	4.5%
Growth 2010-2014	6.40%	9.11%	3.4%	3.7%
Growth 2000-2010	-0.47%	0.80%	2.1%	0.1%

Source: A.C. Nielsen SiteReports, 2014, and FXM Associates

Source: FXM Associates

Sense of People and Community

Nobscot Demographic Profile (2)

		Town Overall
Avg household size	2.4	2.6
Median age	46.1 years	39.0 years
Education		
High school graduate	21%	24%
Some college; Assoc.	21%	20%
Bachelor's or higher	54%	46%
Median household income	\$79,807	\$70,212
Travel time to work	34 minutes	31 minutes
Job Classification		
Blue collar	13%	15%
White collar	76%	66%
Service and farm	11%	19%
Tenure of housing		
Own	79%	56%
Rent	21%	44%
Avg length of residence		
Owners	21.8 years	19.5 years
Renters	8.2 years	7.6 years
Median home value	\$368,835	\$355,911

Source: A.C. Nielsen SiteReports, 2014, and FXM Associates

Source: FXM Associates

Housing Demand Model

- ☐ **Market Area: within 20 minute drive time from Saxonville-Nobscot**

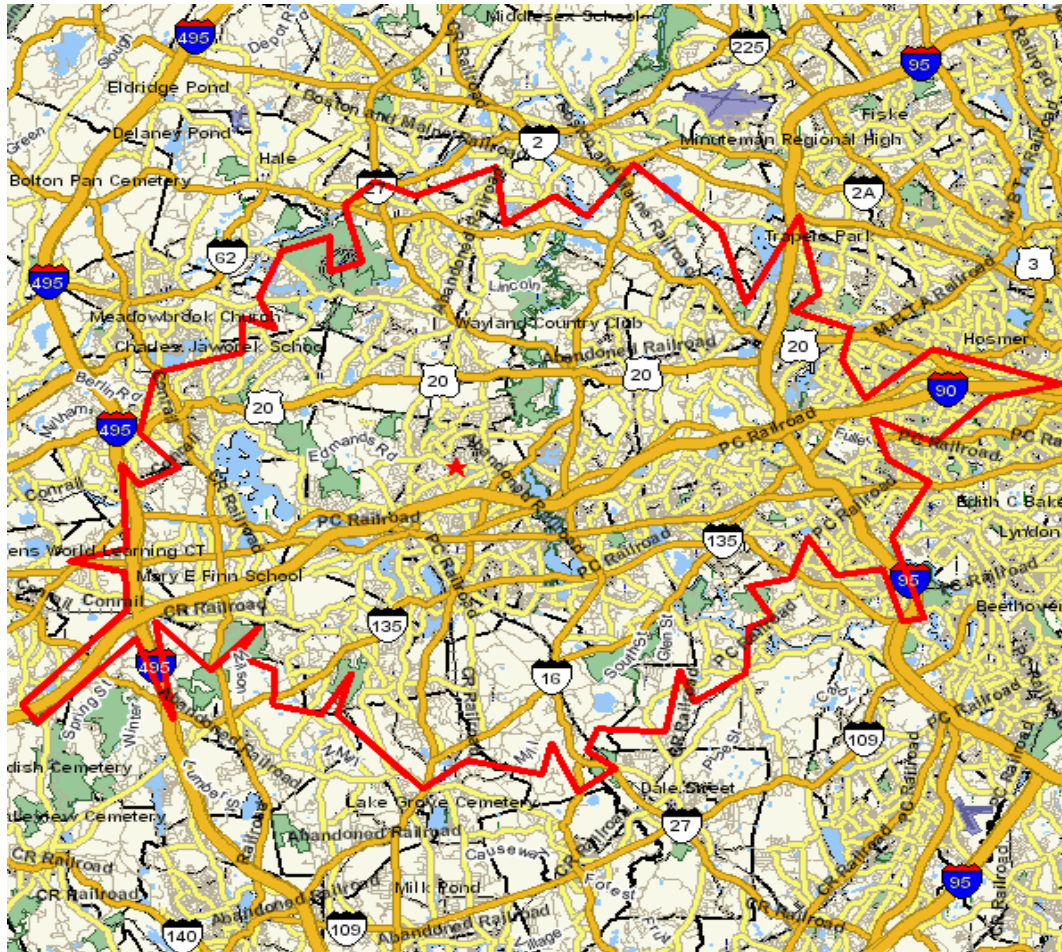
- ☐ **Model uses, by age of householders:**
 - ☐ **Household incomes/housing affordability**
 - ☐ **Propensity to own/rent**
 - ☐ **Propensity to move**

- ☐ **Focus on market rate rental units based on local village development objectives**

Source: FXM Associates

Housing Demand Model

20-minute Drive Time Market Area



Source: FXM Associates

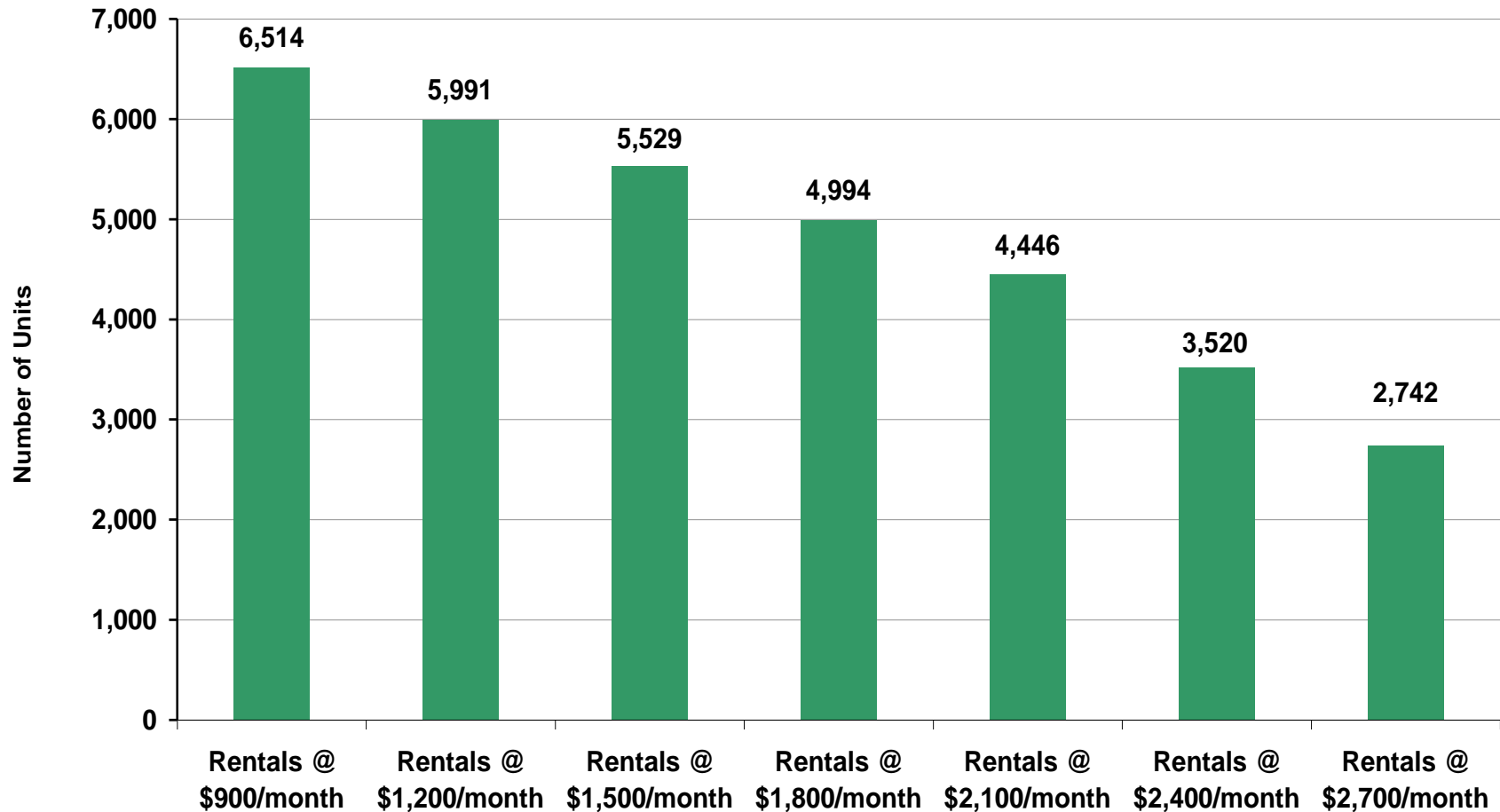
Housing Demand Model Findings

- ❑ About 4,500 households in the overall market area who will move each year could afford rents of at least \$2,000 per month
- ❑ FXM estimates that Nobscot and Saxonville could capture approximately 100 of the above renters each year (2014-2019)
- ❑ Biggest demand for rentals is from householders under age 35 who have a higher propensity to both move and rent
- ❑ Biggest growth in market area age groups will be in householders over age 55
- ❑ Many rental developments target households under age 35 and over 55, groups less likely to have school age children and more likely to prefer urban/village locations

Source: FXM Associates

Housing Demand Model Findings

Average Annual Demand For Rentals: All Age Groups
Saxonville-Nobscot Market Area, 2014-2019

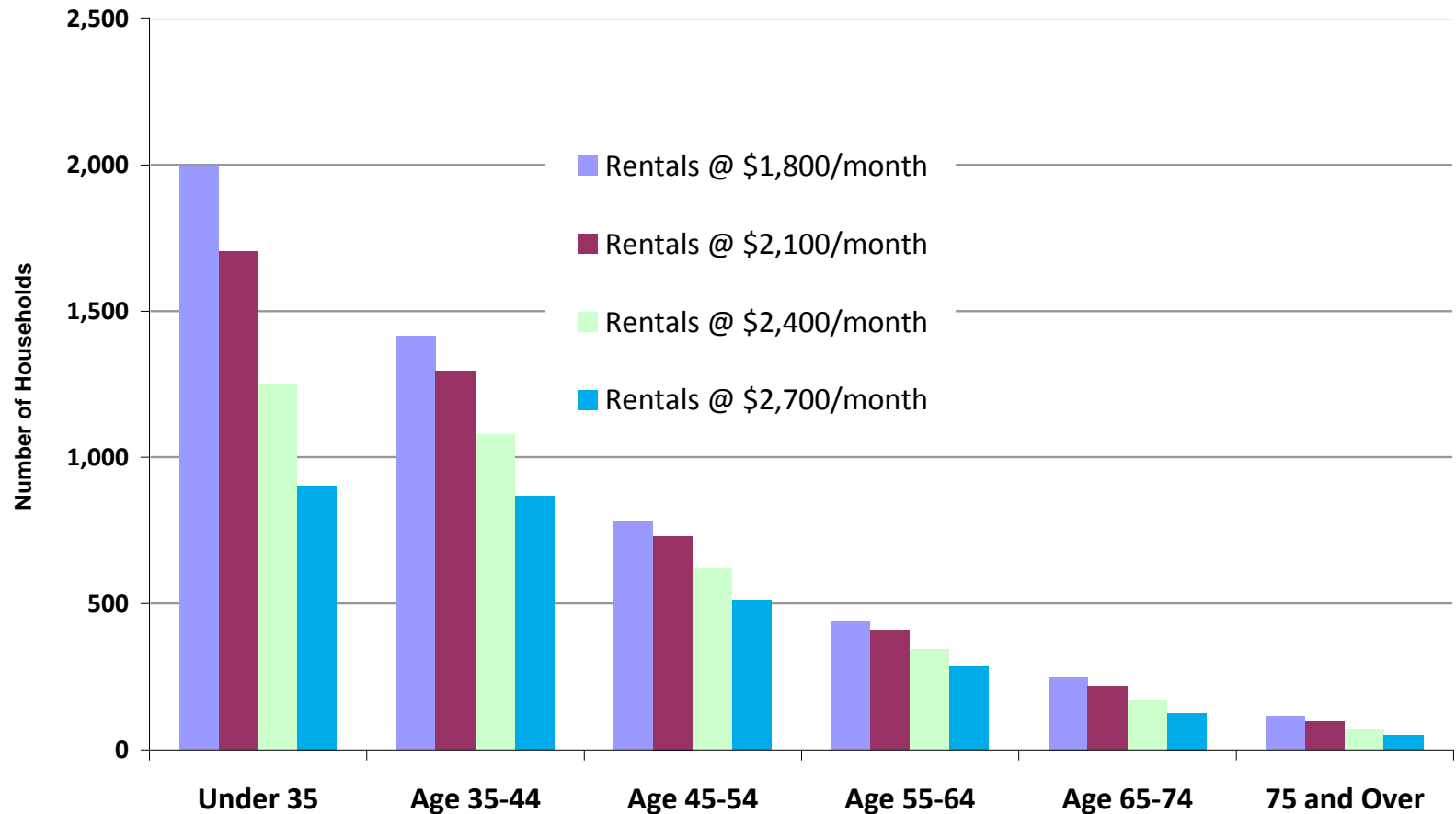


Source: FXM Associates

Built Form and Place

Housing Demand Model Findings

Average Annual Demand for Selected Monthly Rents by Age Group
Nobscot-Saxonville Market Area
2014-2019

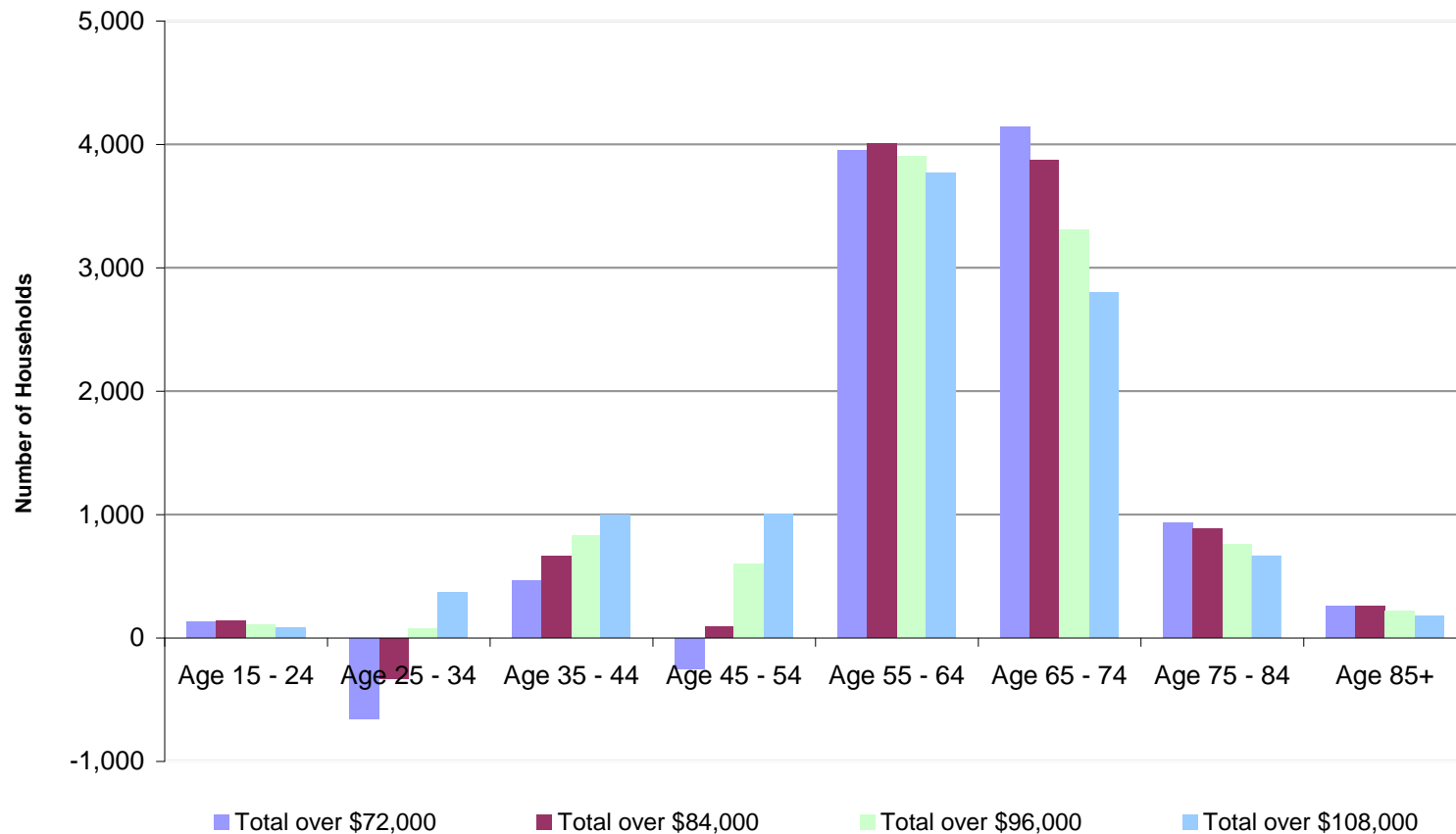


Source: FXM Associates

Built Form and Place

Housing Demand Model Findings

Change in Number of Households by Age and Income
Nobscot-Saxonville Market Area
2014-2019



Source: FXM Associates

Built Form and Place

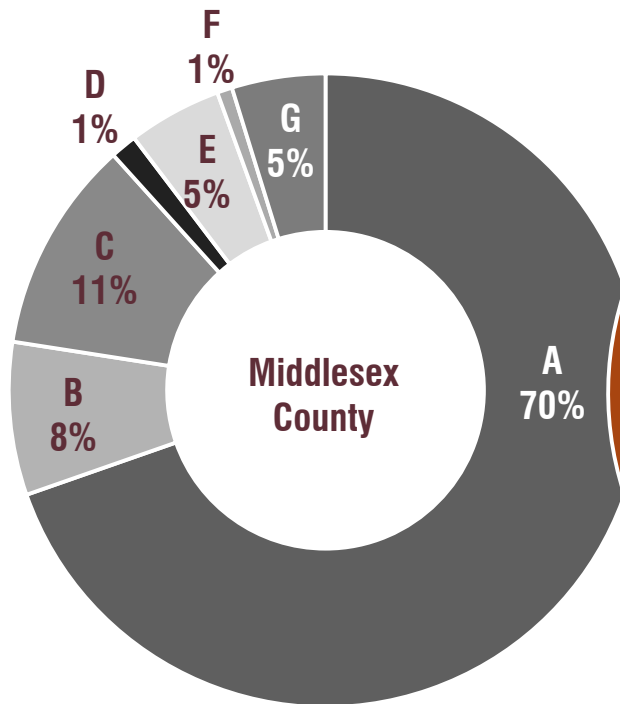
Primary Street Network



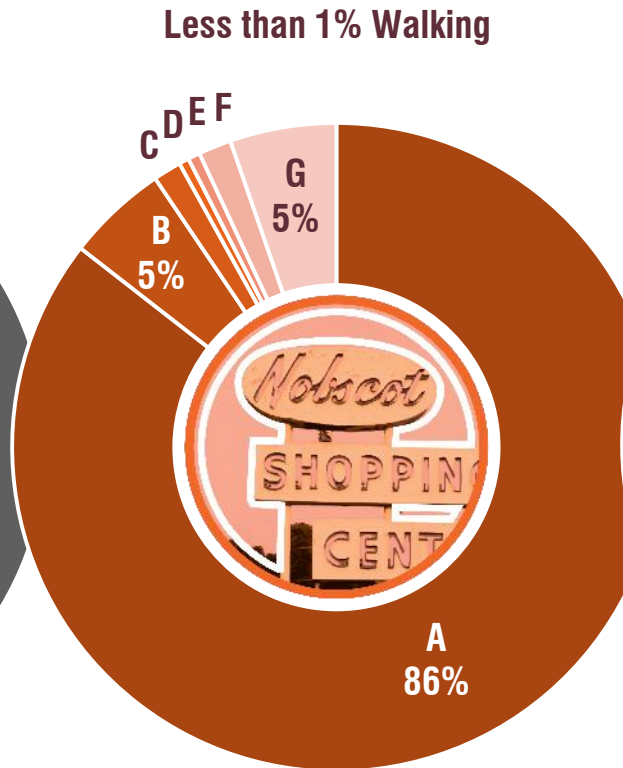
Source: Town of Framingham GIS Data

Commute Characteristics

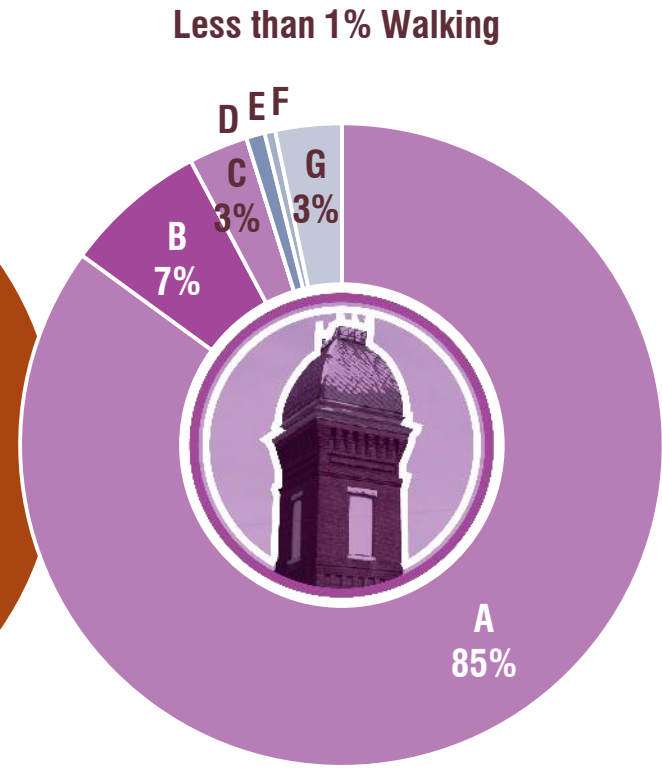
Means of Transportation to Work



A: Car, truck, van - alone
B: Car, truck, van - carpool
C: Public transportation
D: Bicycling



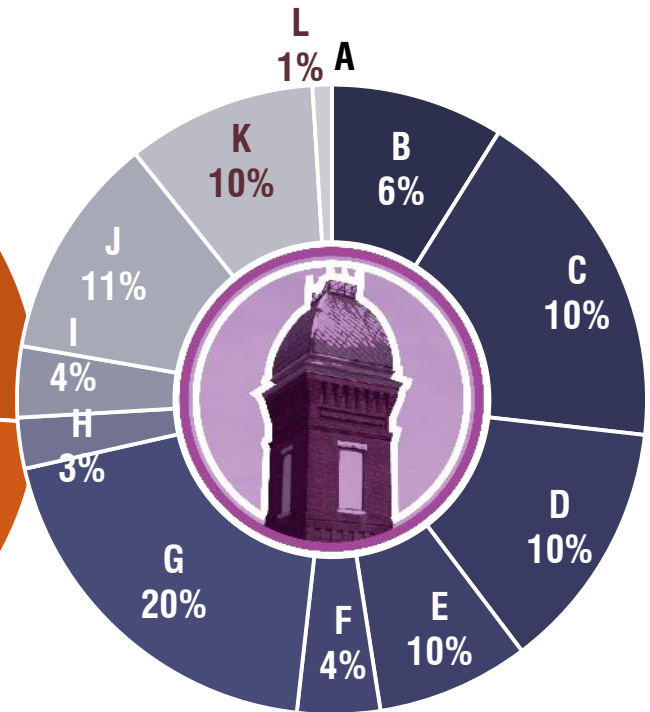
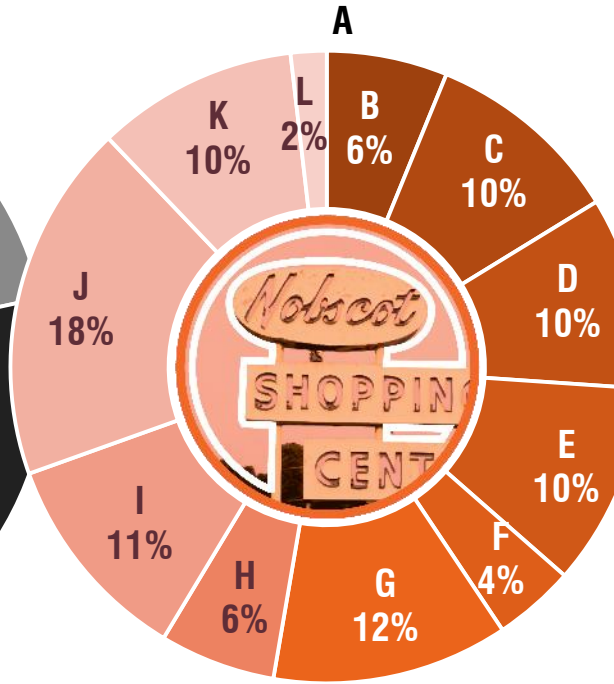
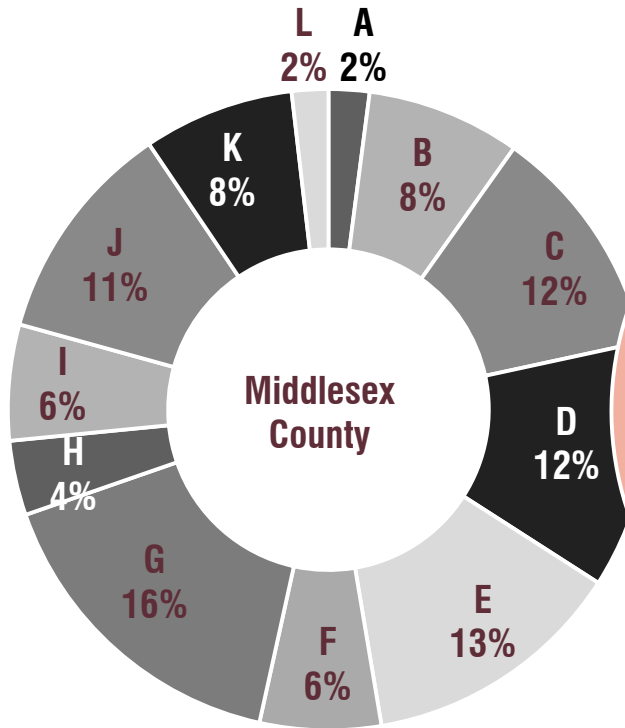
E: Walking
F: Other means (motorcycles, taxis)
G: Worked from home



Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey

Commute Characteristics

Travel Time to Work



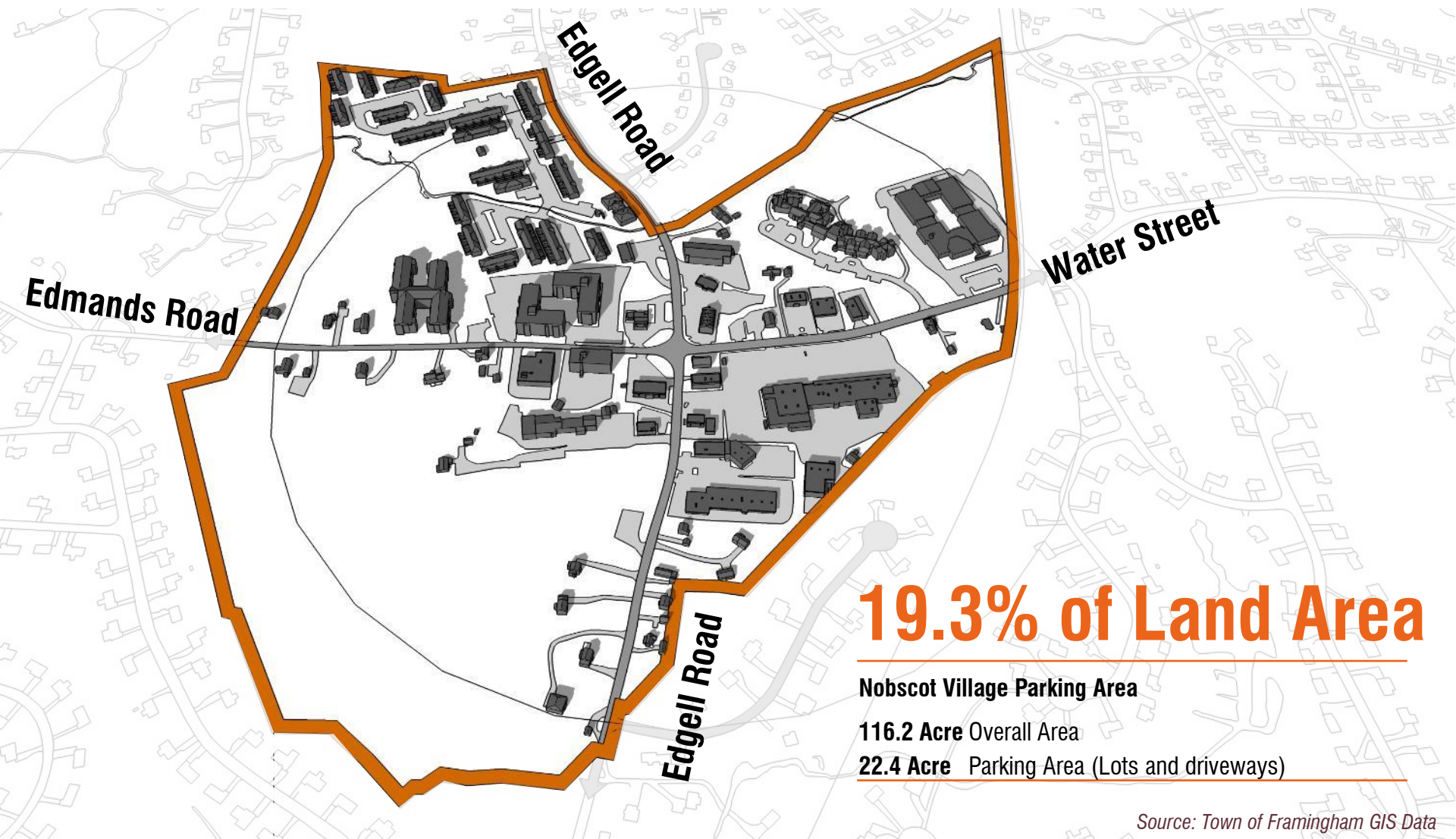
A: Less than 5 minutes
B: 5 to 9 minutes
C: 10 to 14 minutes
D: 15 to 19 minutes
E: 20 to 24 minutes
F: 25 to 29 minutes

G: 30 to 34 minutes
H: 35 to 39 minutes
I: 40 to 44 minutes
J: 45 to 59 minutes
K: 60 to 89 minutes
L: 90 or more minutes

Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey

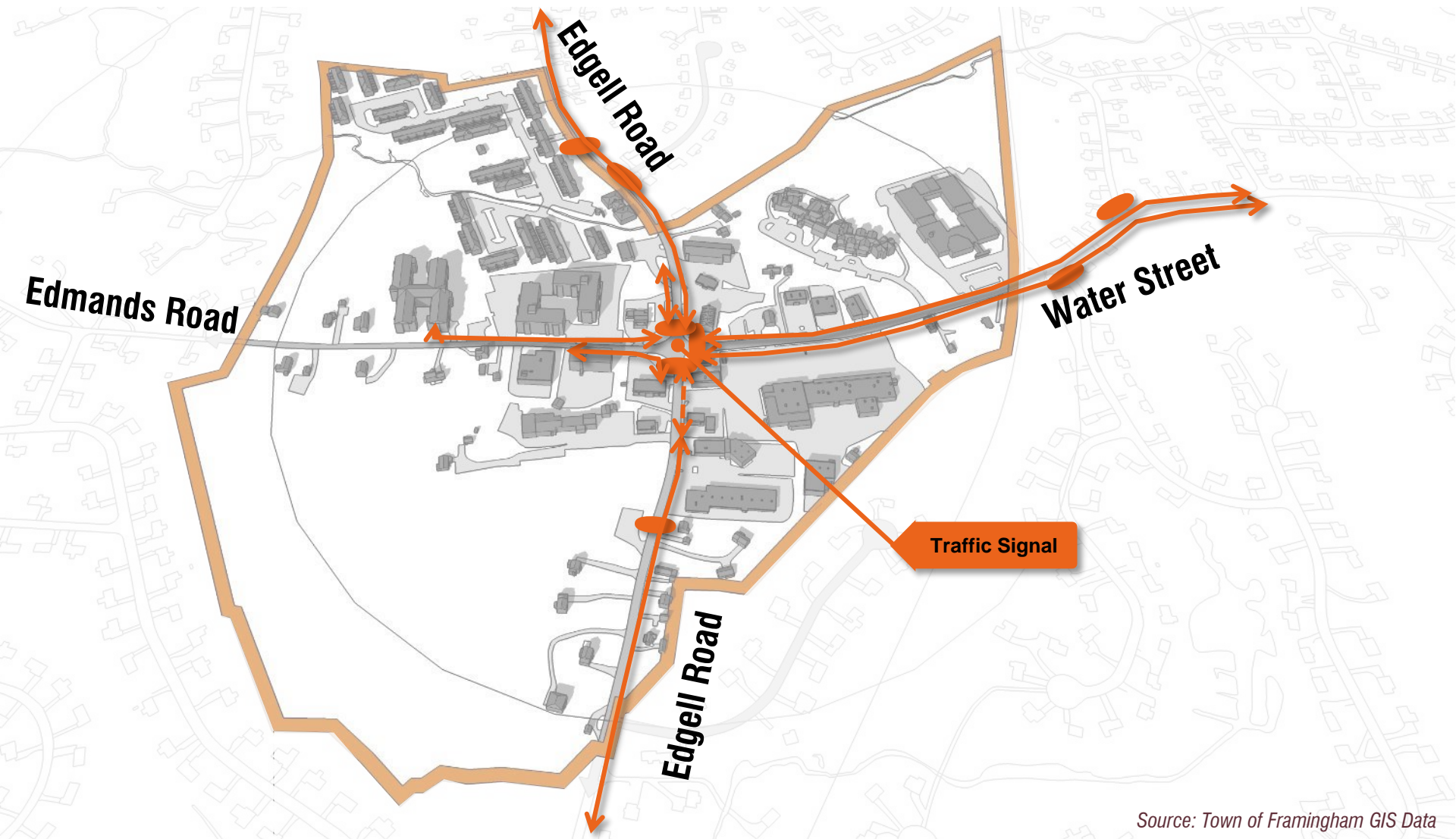
Built Form and Place

Parking Areas



Built Form and Place

Walkability and Circulation



Source: Town of Framingham GIS Data

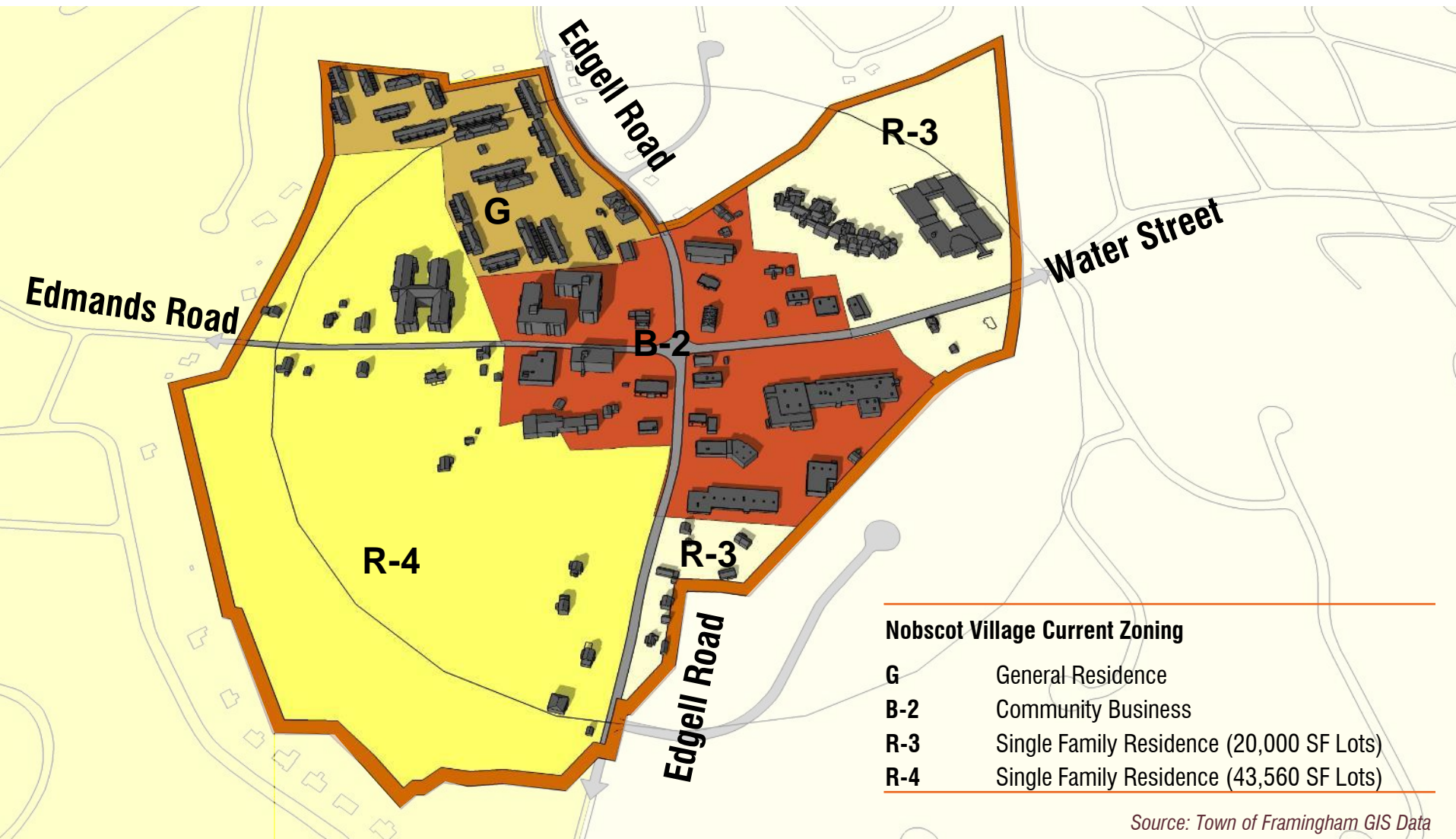
Built Form and Place

Open Spaces



Built Form and Place

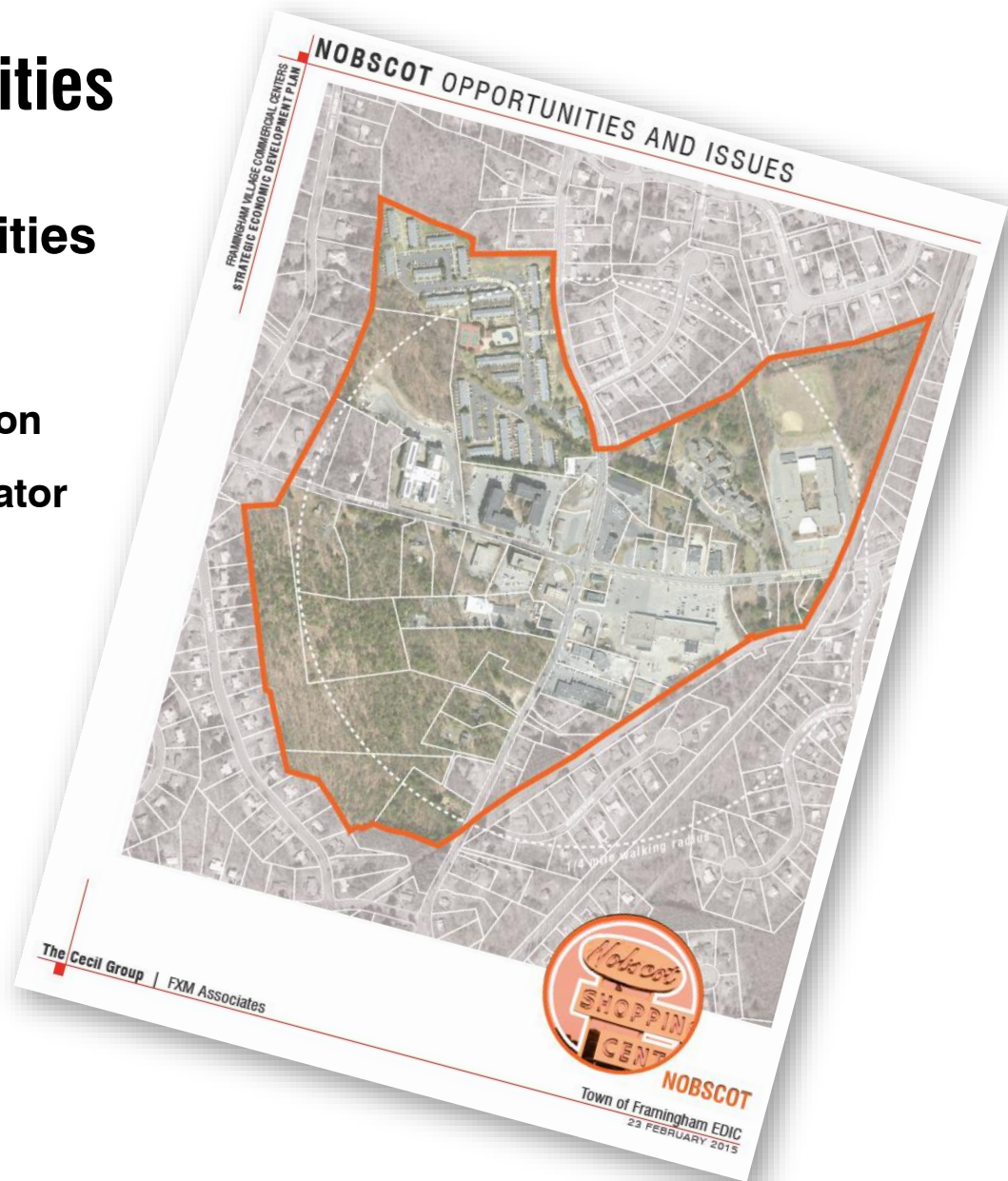
Zoning and Regulatory Context



Nobscot Village Center Issues and Opportunities

Issues and Opportunities

- Small group discussion
- Mark specific locations on the maps with the facilitator



Nobscot Village Center Shared Vision

Shared Vision

- Long term ideas and priorities
- A shared vision within your group for the future of Nobscot Village
- Place “game pieces”



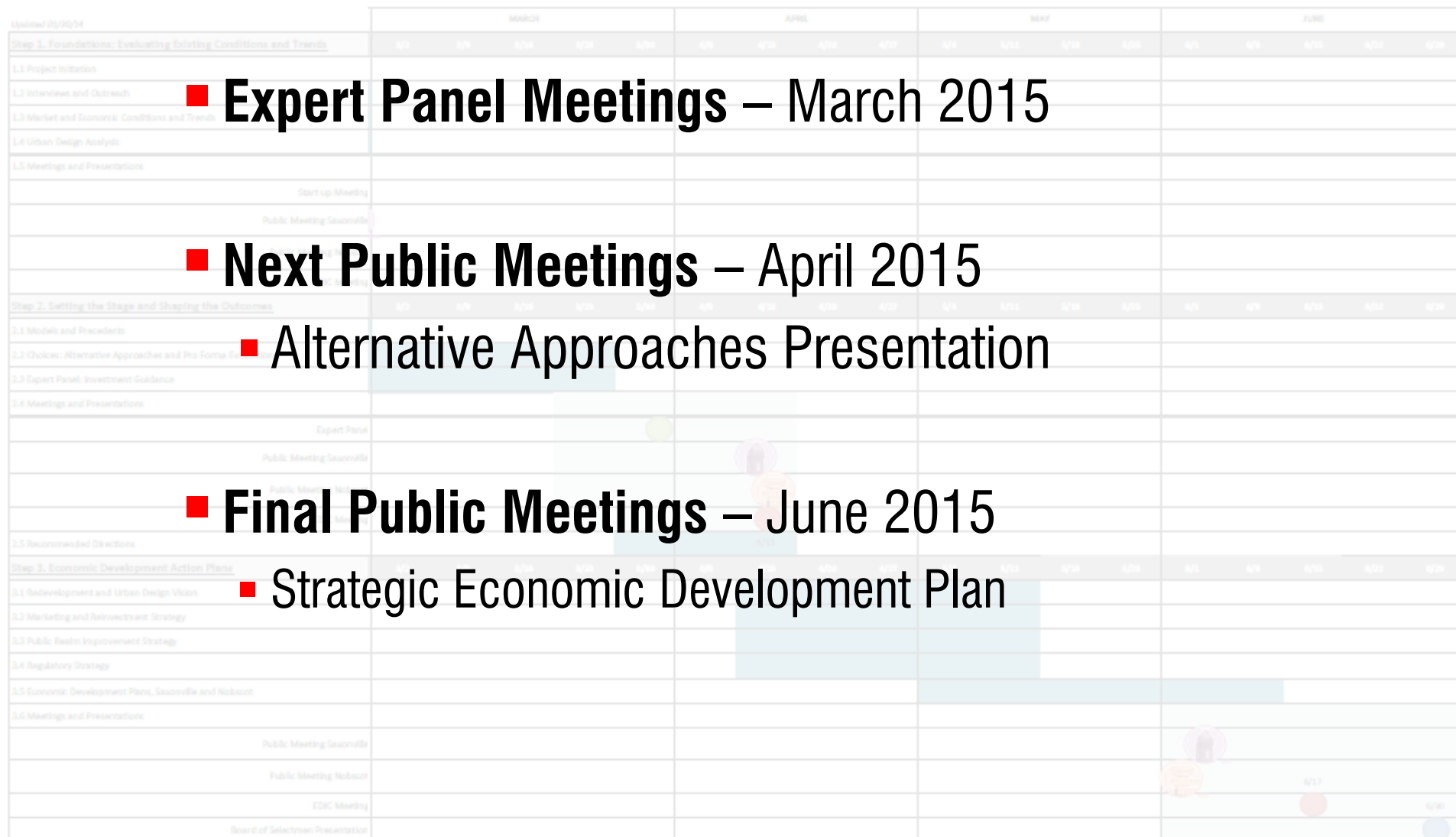
Nobscot Village Center

Next Steps

Updated 01/09/24	MARCH					APRIL				MAY				JUNE				
Step 1: Foundations: Evaluating Existing Conditions and Trends	3/2	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22	6/29
1.1 Project Initiation																		
1.2 Interview and Outreach																		
1.3 Market and Economic Conditions and Trends																		
1.4 Urban Design Analysis																		
1.5 Meetings and Presentations																		
Start up Meeting																		
Public Meeting Saxonville																		
Public Meeting Nobscot																		
EDIC Meeting																		
Step 2: Setting the Stage and Shaping the Outcomes	3/2	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22	6/29
2.1 Models and Precedents																		
2.2 Choices: Alternative Approaches and Pro-Forma Evaluations																		
2.3 Expert Panel: Investment Guidance																		
2.4 Meetings and Presentations																		
Expert Panel																		
Public Meeting Saxonville																		
Public Meeting Nobscot																		
EDIC Meeting																		
2.5 Recommended Directions																		
Step 3: Economic Development Action Plans	3/2	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22	6/29
3.1 Redevelopment and Urban Design Vision																		
3.2 Marketing and Reinvestment Strategy																		
3.3 Public Realm Improvement Strategy																		
3.4 Regulatory Strategy																		
3.5 Economic Development Plans, Saxonville and Nobscot																		
3.6 Meetings and Presentations																		
Public Meeting Saxonville																		
Public Meeting Nobscot																		
EDIC Meeting																		
Board of Selectmen Presentation																		

Nobscot Village Center

Next Steps



■ **Expert Panel Meetings – March 2015**

■ **Next Public Meetings – April 2015**

■ **Alternative Approaches Presentation**

■ **Final Public Meetings – June 2015**

■ **Strategic Economic Development Plan**

Nobscot Village Center Word Clouds

Please turn in your responses!



**NOBSCOT VILLAGE
PUBLIC WORKSHOP**

**PLEASE FILL IN YOUR THOUGHTS FOR
NOBSCOT VILLAGE CENTER WORD CLOUDS**
(PLEASE HAND IN YOUR RESPONSES AT THE END OF THE WORKSHOP)

Please record words that come to mind when you think of Nobscot. We will collect these responses and create a visual diagram, a "word cloud" that reflects your impressions of the village center.

NOBSCOT
MAKES YOU THINK OF ...

A large, empty, cloud-shaped outline with a scalloped border, intended for a word cloud. Three small circles lead from the top right of the cloud towards the top right corner of the page.A small version of the Nobscot Shopping Center logo is located in the bottom left corner of the worksheet.

FRAMINGHAM VILLAGE COMMERCIAL CENTERS STRATEGIC ECONOMIC DEVELOPMENT PLANNING
TOWN OF FRAMINGHAM EDIC

MONDAY, FEBRUARY 23, 2015

First Public Meeting | February, 23 2015



NOBSCOT VILLAGE PUBLIC WORKSHOP

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STRATEGIC ECONOMIC DEVELOPMENT PLANNING**
Town of Framingham, Massachusetts